

## ORDER



**Orders**  
**Order / Rev:** 67688  
**Alt Order #:** 9850631 /Brad  
**Product Desc:** JOHN MCNALLY-SD15  
**Estimate:**  
**Flight Dates:** 10/24/12 - 10/29/12  
**Original Date / Rev:** 10/22/12 / 10/23/12  
**Order Type:** GENERAL

**WHP-TV CBS21**

**Primary AE:** Millennium Washington DC  
**Sales Office:** MNAT  
**Sales Region:** National

**Agency**  
**Name:** Red Maverick Media  
**Buying Contact:**  
**Billing Contact:**  
 401 N 2nd Street  
 Harrisburg, PA 17101

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** McNally/R/PA Senate  
**Demographic:** A35+  
**Product Codes:** State Elections  
**Priority:** P-3  
**Revenue Codes:** AGY, POL-CAND, GEN

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	58	\$7,635.00	\$6,489.75
10/29/12	10/29/12	15	\$1,835.00	\$1,559.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	58	\$7,635.00	\$6,489.75	0.00
November 2012	15	\$1,835.00	\$1,559.75	0.00
<b>Totals</b>	<b>73</b>	<b>\$9,470.00</b>	<b>\$8,049.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WHP-TV CBS21	22%	\$9,470.00
Market	100%	\$43,045.45

**Competitive Share**

	Share	Total
EHP	0%	\$0.00
UNKWN	78%	\$33,575.45
WGAL	0%	\$0.00
WHTM	0%	\$0.00
WLYH	0%	\$0.00
WPMT	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHP	10/24/12	10/29/12	M-F 5a-6a News CBS 21 News at 5a	CM	5:30 AM-6:00 AM (5:30 AM-6:00 AM)	M- WTF- -	:30	6	\$30.00	P-3	0.00	NM	6	\$180.00
N 2	WHP	10/24/12	10/29/12	M-F 5a-6a News CBS 21 News at 5a	CM	5:00 AM-5:30 AM (5:00 AM-5:30 AM)	M- WTF- -	:30	7	\$30.00	P-3	0.00	NM	7	\$210.00
N 3	WHP	10/24/12	10/29/12	M-F 6a-7a News CBS 21 News at 6a	CM	6:00 AM-6:30 AM (6:00 AM-6:30 AM)	M- WTF- -	:30	5	\$70.00	P-3	0.00	NM	5	\$350.00
N 4	WHP	10/24/12	10/29/12	M-F 6a-7a News CBS 21 News at 6a	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	M- WTF- -	:30	5	\$70.00	P-3	0.00	NM	5	\$350.00
N 5	WHP	10/24/12	10/29/12	CBS This Morning CBS This Morning	CM	7a-9a	M- WTF- -	:30	6	\$40.00	P-3	0.00	NM	6	\$240.00

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Advertiser: McNally/R/PA Senate  
Product Desc: JOHN MCNALLY-SD15  
Estimate:

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	WHP	10/24/12	10/29/12	Face the Nation Face the Nation	CM	1030a-1130a	-----S	:30	1	\$285.00	P-3	0.00	NM	1	\$285.00
N 7	WHP	10/24/12	10/29/12	Face the State Face the State	CM	1130a-12p	-----S	:30	1	\$70.00	P-3	0.00	NM	1	\$70.00
N 8	WHP	10/24/12	10/29/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	M-WTF--	:30	5	\$110.00	P-3	0.00	NM	5	\$550.00
N 9	WHP	10/24/12	10/29/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	M-WTF--	:30	5	\$110.00	P-3	0.00	NM	3	\$330.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	WHP	10/24/12-10/29/12	M-F 530p-6p News See MG 13.6,13.7,13.8,13.9,13.10,13.11,13.12,13.13,13.14 [Preempted by NSM]	530p-6p		M-WThF----		:30		<del>(\$110.00)</del>		0.00	NM		
3	WHP	10/24/12-10/29/12	M-F 530p-6p News See MG 13.6,13.7,13.8,13.9,13.10,13.11,13.12,13.13,13.14 [Preempted by NSM]	530p-6p		M-WThF----		:30		<del>(\$110.00)</del>		0.00	NM		
N 10	WHP	10/24/12	10/29/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	M-WTF--	:30	5	\$125.00	P-3	0.00	NM	4	\$500.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
5	WHP	10/24/12-10/29/12	M-F 6p-630p News See MG 13.6,13.7,13.8,13.9,13.10,13.11,13.12,13.13,13.14 [Preempted by NSM]	6p-630p		M-WThF----		:30		<del>(\$125.00)</del>		0.00	NM		
N 11	WHP	10/24/12	10/29/12	Su 6p-630p News CBS 21 News at 6p	CM	6p-630p	-----S	:30	2	\$80.00	P-3	0.00	NM	2	\$160.00
N 12	WHP	10/24/12	10/29/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	M-WTF--	:30	5	\$400.00	P-3	0.00	NM	3	\$1,200.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	WHP	10/24/12-10/29/12	M-F 7p-730p See MG 13.6,13.7,13.8,13.9,13.10,13.11,13.12,13.13,13.14 [Preempted by NSM]	7p-730p		M-WThF----		:30		<del>(\$400.00)</del>		0.00	NM		
5	WHP	10/24/12-10/29/12	M-F 7p-730p See MG 13.6,13.7,13.8,13.9,13.10,13.11,13.12,13.13,13.14 [Preempted by NSM]	7p-730p		M-WThF----		:30		<del>(\$400.00)</del>		0.00	NM		
N 13	WHP	10/24/12	10/29/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	M-WTF--	:30	5	\$450.00	P-3	0.00	NM	12	\$3,395.00

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 Product Desc: JOHN MCNALLY-SD15  
 Estimate:

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N13	WHP	10/24/12	10/29/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	M-WTF--	:30	5	\$450.00	P-3	0.00	NM	12	\$3,395.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
2	WHP	10/24/12-10/29/12	M-F 730p-8p See MG 13.6,13.7,13.8,13.9,13.10,13.11,13.12,13.13,13.14 [Preempted by NSM]	730p-8p		M-WThF----	:30		<del>(\$450.00)</del>	0.00	NM				
3	WHP	10/24/12-10/29/12	M-F 730p-8p See MG 13.6,13.7,13.8,13.9,13.10,13.11,13.12,13.13,13.14 [Preempted by NSM]	730p-8p		M-WThF----	:30		<del>(\$450.00)</del>	0.00	NM				
6	WHP	10/24/12-10/29/12	NFL RS Game Early Ⓜ MG for 9.2,9.3,12.2,10.5,12.5,13.2,13.3 [MG within Flight]	1p-4p		-----Su	:30		\$300.00	0.00	NM				
7	WHP	10/24/12-10/29/12	SEC Day Game Ⓜ MG for 9.2,9.3,12.2,10.5,12.5,13.2,13.3 [MG within Flight]	Various		-----Sa--	:30		\$200.00	0.00	NM				
8	WHP	10/24/12-10/29/12	M-F 4p-5p Ⓜ MG for 9.2,9.3,12.2,10.5,12.5,13.2,13.3 [MG within Flight]	4p-5p		M-WThF----	:30		\$150.00	0.00	NM				
9	WHP	10/24/12-10/29/12	M-F 4p-5p Ⓜ MG for 9.2,9.3,12.2,10.5,12.5,13.2,13.3 [MG within Flight]	4p-5p		M-WThF----	:30		\$150.00	0.00	NM				
10	WHP	10/24/12-10/29/12	CBS Sun Morning Ⓜ MG for 9.2,9.3,12.2,10.5,12.5,13.2,13.3 [MG within Flight]	9a-1030a		-----Su	:30		\$150.00	0.00	NM				
11	WHP	10/24/12-10/29/12	Sun Reg 1 Ⓜ MG for 9.2,9.3,12.2,10.5,12.5,13.2,13.3 [MG within Flight]	7p-8p		-----Su	:30		\$1,000.00	0.00	NM				
12	WHP	10/24/12-10/29/12	Sa-Su LF Ⓜ MG for 9.2,9.3,12.2,10.5,12.5,13.2,13.3 [MG within Flight]	11:30 PM-12:30 AM		-----SaSu	:30		\$35.00	0.00	NM				
13	WHP	10/24/12-10/29/12	Sa 1230a-130a Ⓜ MG for 9.2,9.3,12.2,10.5,12.5,13.2,13.3 [MG within Flight]	1230a-130a		-----Sa--	:30		\$10.00	0.00	NM				
14	WHP	10/24/12-10/29/12	EM Sun Rotator Ⓜ MG for 9.2,9.3,12.2,10.5,12.5,13.2,13.3 [MG within Flight]	8:30 AM-9:00 AM		-----Su	:30		\$50.00	0.00	NM				
N14	WHP	10/24/12	10/29/12	Sa Prime Access Rotator Sa Prime Access Rotator	CM	7p-8p	-----S-	:30	4	\$135.00	P-3	0.00	NM	4	\$540.00
N15	WHP	10/24/12	10/29/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	M-WTF--	:30	5	\$150.00	P-3	0.00	NM	5	\$750.00
N16	WHP	10/24/12	10/29/12	Sa-Su 11p-1130p News CBS 21 News Weekend	CM	11p-1130p	-----SS	:30	4	\$90.00	P-3	0.00	NM	4	\$360.00
													Totals	73	\$9,470.00